



Hasbro Trademark Rights Upheld in Criminal Case Involving Counterfeit TRANSFORMERS Products in China

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PAWTUCKET, R.I.—December 20, 2018-- The Chinese court in Dongguan city of Guangdong Province has issued a judgment favorable to Hasbro, Inc. (NASDAQ: HAS) in a criminal case involving counterfeit TRANSFORMERS products.

Hasbro initiated an administrative raid action in 2017, which was transferred to the Public Security Bureau (PSB) due to the volume of counterfeit product and seriousness of the case. After a thorough investigation, three separate defendants, including two individuals and one corporate defendant, were found guilty of counterfeiting Hasbro's trademarks and fined by the court, and the two individuals were sentenced to jail time. Thousands of counterfeit TRANSFORMERS products were confiscated and destroyed.

With strong support from various Chinese authorities, Hasbro has initiated many actions to enforce its intellectual property rights in China, and this is the latest of several criminal judgments involving counterfeit Hasbro products issued by Chinese courts in recent years.

"We take the protection of our intellectual property very seriously, and we will continue to investigate and pursue those who infringe on our rights," said Tarrant Sibley, Hasbro's Chief Legal Officer. "We are pleased with the ruling in this case, and will continue to vigorously enforce our intellectual property rights to combat the manufacturing and distribution of counterfeit products."

About Hasbro

Hasbro (NASDAQ: HAS) is a global play and entertainment company committed to Creating the World's Best Play Experiences. From toys and games to television, movies, digital gaming and consumer products, Hasbro offers a variety of ways for audiences to experience its iconic brands, including NERF, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, BABY ALIVE and MAGIC: THE GATHERING, as well as premier partner brands. Through its entertainment labels, Allspark Pictures and Allspark Animation, the Company is building its brands globally through great storytelling and content on all screens. Hasbro is committed to making the world a better place for children and their families through corporate social responsibility and philanthropy. Hasbro ranked No. 5 on the 2018 100 Best Corporate Citizens list by CR Magazine, and has been named one of the World's Most Ethical Companies® by Ethisphere Institute for the past seven years. Learn more at www.hasbro.com, and follow us on Twitter (@Hasbro) and Instagram (@Hasbro).